

## ORDER



**Orders**  
**Order / Rev:** 696248 - 2  
**Alt Order #:** 06213297  
**Product Desc:** NELSON FOR SENATE  
**Estimate:** 472  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 06/28/12 / 08/02/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Abar Hutton Media/ POL  
**Buying Contact:** Shelli Hutton  
**Billing Contact:**  
 6190 Grovedale Court Suite 200  
 Alexandria, VA 22310

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Nelson, B/ D / US Senate  
**Demographic:** A35+  
**Product Codes:** PL-Federal,PL-US Senate  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	72	\$57,500.00	\$48,875.00
10/29/12	10/29/12	17	\$13,275.00	\$11,283.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	72	\$57,500.00	\$48,875.00	0.00
November 2012	17	\$13,275.00	\$11,283.75	0.00
<b>Totals</b>	<b>89</b>	<b>\$70,775.00</b>	<b>\$60,158.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WTSP-TV	26%	\$70,775.00
Market	100%	\$272,211.54

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	25%	\$68,052.88
WFTS	19%	\$51,720.19
WMOR	1%	\$2,722.12
WTOG	1%	\$2,722.12
WTTA	0%	\$0.00
WTVT	28%	\$76,219.23
WVEA	0%	\$0.00
WWSB	0%	\$0.00
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	10/23/12	10/26/12	M-F 6-7a 6-7a 10 News	CM	6-7a	- TWTF - -	:30	4	\$175.00	P-4	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- TWTF - -			4		\$175.00		0.00				
2	WTSP	10/23/12	10/26/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	- TWTF - -	:30	4	\$200.00	P-4	0.00	NM	4	\$800.00

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 Estimate: 472

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WTSP	10/23/12	10/26/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	:30	4	\$200.00	P-4	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	- TWTF - -		4		\$200.00			0.00			
3	WTSP	10/23/12	10/26/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	:30	4	\$200.00	P-4	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	- TWTF - -		4		\$200.00			0.00			
4	WTSP	10/23/12	10/26/12	M-F 9-930a 10 News, 9a 10 News, 9am	CM	9-9:30A - TWTF - -	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	- TWTF - -		4		\$200.00			0.00			
5	WTSP	10/23/12	10/26/12	M-F 930-10a Inside Edition	CM	930-10a - TWTF - -	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	- TWTF - -		4		\$200.00			0.00			
6	WTSP	10/23/12	10/26/12	Price Is Right Price Is Right	CM	11a-12p - TWTF - -	:30	4	\$450.00	P-4	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	- TWTF - -		4		\$450.00			0.00			
7	WTSP	10/23/12	10/26/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p - TWTF - -	:30	4	\$900.00	P-3	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	- TWTF - -		4		\$900.00			0.00			
8	WTSP	10/23/12	10/25/12	Y&R Young and the Restless	CM	1230-130p - T- T- - -	:30	2	\$550.00	P-4	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	- T- T- - -		2		\$550.00			0.00			
9	WTSP	10/23/12	10/24/12	B&B Bold and Beautiful	CM	130-2p - TW- - - -	:30	2	\$550.00	P-4	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	- TW- - - -		2		\$550.00			0.00			
10	WTSP	10/23/12	10/25/12	M-F 4-5p Dr. Phil	CM	4-5p - T- T- - -	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	- T- T- - -		2		\$800.00			0.00			
11	WTSP	10/23/12	10/26/12	M-F 5-530p 5-530p 10 News	CM	5-530p - TWTF - -	:30	4	\$550.00	P-4	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	- TWTF - -		4		\$550.00			0.00			
12	WTSP	10/23/12	10/25/12	M-F 530-6p 10 News at 530p	CM	530-6p - T- T- - -	:30	2	\$550.00	P-4	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	- T- T- - -		2		\$550.00			0.00			
13	WTSP	10/23/12	10/26/12	7-730p Wheel of Fortune	CM	7-730p - TWTF - -	:30	4	\$2,600.00	P-3	0.00	NM	4	\$10,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	- TWTF - -		4		\$2,600.00			0.00			
14	WTSP	10/23/12	10/26/12	730-8p Jeopardy	CM	730-8p - TWTF - -	:30	4	\$3,000.00	P-3	0.00	NM	4	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	- TWTF - -		4		\$3,000.00			0.00			
15	WTSP	10/23/12	10/23/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p - T- - - - -	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	- T- - - - -		1		\$2,000.00			0.00			
16	WTSP	10/28/12	10/28/12	LN (Su) Late News (Su)	CM	Su 11-1135p - - - - - S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			



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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
29	WTSP	10/29/12	10/29/12	M-F 6-7a 6-7a 10 News	CM	6-7a M-----	:30	1	\$175.00	P-4	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1		\$175.00			0.00			
30	WTSP	10/29/12	10/29/12	CBS This Morning CBS This Morning	CM	7-9a M----- (7:00 AM-8:00 AM)	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1		\$200.00			0.00			
31	WTSP	10/29/12	10/29/12	CBS This Morning CBS This Morning	CM	7-9a M----- (8:00 AM-9:00 AM)	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1		\$200.00			0.00			
32	WTSP	10/29/12	10/29/12	M-F 9-930a 10 News, 9a 10 News, 9am	CM	9-9:30A M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1		\$200.00			0.00			
33	WTSP	10/29/12	10/29/12	M-F 930-10a Inside Edition	CM	930-10a M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1		\$200.00			0.00			
34	WTSP	10/29/12	10/29/12	Price Is Right Price Is Right	CM	11a-12p M-----	:30	1	\$450.00	P-4	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1		\$450.00			0.00			
35	WTSP	10/29/12	10/29/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p M-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1		\$900.00			0.00			
36	WTSP	10/29/12	10/29/12	M-F 4-5p Dr. Phil	CM	4-5p M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1		\$800.00			0.00			
37	WTSP	10/29/12	10/29/12	M-F 5-530p 5-530p 10 News	CM	5-530p M-----	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1		\$550.00			0.00			
38	WTSP	10/29/12	10/29/12	M-F 530-6p 10 News at 530p	CM	530-6p M-----	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1		\$550.00			0.00			
39	WTSP	10/29/12	10/29/12	7-730p Wheel of Fortune	CM	7-730p M-----	:30	1	\$2,600.00	P-3	0.00	NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1		\$2,600.00			0.00			
40	WTSP	10/29/12	10/29/12	730-8p Jeopardy	CM	730-8p M-----	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1		\$3,000.00			0.00			
41	WTSP	10/29/12	10/29/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p M-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1		\$2,000.00			0.00			
42	WTSP	10/29/12	10/29/12	Late Late Show Late Late Show	CM	1237-137a M-----	:30	1	\$175.00	P-4	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1		\$175.00			0.00			
43	WTSP	10/29/12	10/29/12	Letterman Late Night with David Letterman	CM	1135p-1237a M-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

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WTSP-TV

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43	WTSP	10/29/12	10/29/12	Letterman Late Night with David Letterman	CM	1135p-1237a	M-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1			\$700.00			0.00			
44	WTSP	10/29/12	10/29/12	M-F 3-4p Let's Make a Deal	CM	3-4p	M-----	:30	1	\$275.00	P-4	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1			\$275.00			0.00			
45	WTSP	10/29/12	10/29/12	M-F 2-3p The Talk	CM	2-3p	M-----	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1			\$300.00			0.00			
46	WTSP	10/23/12	10/26/12	5-530a 5-530a 10 News	CM	5-530a (7:00 AM-8:00 AM)	-TWTF--	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--		1			\$200.00			0.00			
													Totals	89	\$70,775.00